

# OVERSEAS VISITORS TO GRAND CANYON SUMMARY - 2005\*\*

## Arizona Office of Tourism

VISITATION VOLUME		TRAVEL PATTERNS		AZ DESTINATIONS VISITED	
Total Overseas Visitation	217,000	<b>ADVANCE TRIP PLANNING</b>		Phoenix	9.2%
<b>DEMOGRAPHICS</b>		Avg. Advance Trip Decision	141.5 days	Glen Canyon NP	3.5%
<b>AGE (years)</b>		Avg. Advance Air Reservations	99.6 days	Tucson	0.3%
Male Average	45.8 years	<b>USE OF PACKAGES</b>		<b>OTHER DESTINATIONS VISITED</b>	
Female Average	38.1 years	YES	32.2%	# of States Visited	3.4
<b>HOUSEHOLD INCOME</b>		Air/Lodging	25.7%	# of Destinations Visited	5.2
Average HH Income	\$78,100	Guided Tour	21.2%	Nevada	79.2%
< \$40,000	33.1%	Air/Lodging/Tour	15.8%	Las Vegas	79.1%
\$40,000 - \$79,999	24.6%	Air/Lodging/Bus	9.6%	California	76.3%
\$80,000 - \$119,999	18.1%	Air/Lodging/Bus/Tour	9.4%	San Francisco	55.2%
\$120,000+	24.3%	Air/Rental Car	5.7%	Los Angeles	47.6%
<b>PARTY COMPOSITION</b>		Air/Lodging/Rental Car	4.4%	Yosemite N.P.	26.2%
Avg. Travel Party (mean)	1.8	<b>INFORMATION SOURCES</b>		San Diego	12.5%
Spouse	39.6%	Personal Computer	45.5%	Utah	26.7%
Family/Relatives	36.3%	Travel Agency	44.1%	Salt Lake City	4.4%
Traveling Alone	23.4%	Friends/Relatives	26.8%	Bryce Canyon N.P.	9.1%
Friends	18.4%	Travel Guides	18.6%	Monument Valley	12.0%
Group Tour	2.0%	Airlines Directly	15.3%	Zion	6.7%
Business Associates	0.3%	Tour Company	14.1%	New York	13.7%
Adults Only	90.2%	Newspapers/Magazines	6.2%	Colorado	6.2%
Adults and Children	9.8%	State/City Travel Office	5.6%	Wyoming	6.1%
<b>GENDER</b>		Corporate Travel Dept.	3.1%	Yellowstone N.P.	5.3%
Male	53.9%	TV/Radio	1.6%	Washington DC	4.4%
Female	46.1%	Other	0.8%	Ohio	3.5%
<b>FREQUENT TRAVELERS</b>		<b>LENGTH OF STAY</b>		Illinois	3.0%
Repeat Visitor to the U.S.	60.3%	# of Nights in Arizona (mean)	2.1 nights	New Mexico	2.8%
U.S. Trips last 12 Months	1.3	# of Nights in U.S. (mean)	22.0 nights	Texas	1.1%
U.S. Trips last 5 Years	3.2	<b>ACCOMMODATIONS</b>		<b>LEISURE ACTIVITIES</b>	
1 Trip	51.1%	Hotel/Motel	74.4%	Shopping	91.9%
2 - 5 Trips	35.9%	Private Home	0.5%	Dining in Restaurants	86.1%
6 Trips	13.0%	Other	25.0%	Visit National Parks	76.3%
<b>ORIGIN MARKETS</b>		<b>TRANSPORTATION IN U.S.</b>		Sightseeing in Cities	66.4%
U.K.	28.5%	Airlines in U.S.	50.8%	Visit Historical Places	65.8%
France	15.7%	Rented Auto	45.0%	Casinos/Gambling	50.9%
Germany	11.8%	City Subway/Tram/Bus	32.3%	Visit Small Towns	46.8%
Japan	11.6%	Taxi/Cab/Limousine	30.5%	Amusement/Theme Parks	43.6%
Australia	6.1%	Company or Private Auto	27.0%	Touring Countryside	42.2%
Italy	2.7%	Motor Home/Camper	2.2%	Guided Tours	40.4%
South Korea	2.7%	<b>PURPOSE/ACTIVITIES</b>		Cultural Heritage Sites	36.5%
South America	2.4%	<b>MAIN PURPOSE OF TRIP</b>		Art Gallery/Museum	32.2%
<b>PORT OF ENTRY</b>		Leisure & VFR	94.6%	Concert/Play/Musical	26.1%
Los Angeles	34.1%	Leisure/Rec./Holidays	71.7%	Camping/Hiking	22.7%
Other Ports	20.3%	Visit Friends/Relatives	18.6%	Visit Native Am. Comm.	20.5%
Atlanta	9.9%	Other	4.3%	Water Sports/Sunbathing	16.8%
San Francisco	9.1%	Business and Convention	5.5%	Attend Sports Event	12.7%
New York	8.6%	Business/Professional	3.5%	Nightclubs/Dancing	10.8%
Chicago	7.0%	Convention/Conference	1.8%	Environ./Eco Excursions	10.5%
Washington DC	3.4%	Study/Teaching	0.2%	Cruises	6.7%
				Ethnic Heritage Sites	6.0%
				Snow Skiing	3.4%
				Golfing/Tennis	3.0%
				Hunting/Fishing	1.9%
				Ranch Vacations	1.5%

Source: US Department of Commerce

\*\* Does not include visitors from Canada or those arriving by land from Mexico.